

ORDER



Orders
Order / Rev: 723757
Alt Order #: 06386591
Product Desc: OBAMA SKED C
Estimate: 1904
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	55	\$74,150.00	\$63,027.50
10/29/12	11/04/12	11	\$25,300.00	\$21,505.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$74,150.00	\$63,027.50	0.00
November 2012	11	\$25,300.00	\$21,505.00	0.00
Totals	66	\$99,450.00	\$84,532.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			3		\$900.00		0.00				
E 2	WKYC	10/23/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			3		\$1,400.00		0.00				
E 3	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			8		\$1,400.00		0.00				
E 4	WKYC	10/23/12	10/26/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -			1		\$300.00		0.00				
E 5	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S -			1		\$1,400.00		0.00				
E 6	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 723757
 Alt Order #: 06386591
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED C
 Estimate: 1904

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$2,000.00		0.00			
E 7	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$800.00		0.00			
E 8	WKYC	10/23/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10a-11a	-TWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$250.00		0.00			
E 9	WKYC	10/23/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$400.00		0.00			
E 10	WKYC	10/23/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$400.00		0.00			
E 11	WKYC	10/23/12	10/26/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$800.00		0.00			
E 12	WKYC	10/23/12	10/26/12	M-F 2-3p Rachel Ray	CM	2-3p	-TWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$400.00		0.00			
E 13	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$1,400.00		0.00			
E 14	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$1,400.00		0.00			
E 15	WKYC	10/28/12	10/28/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$650.00		0.00			
E 16	WKYC	10/23/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	-TWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$450.00		0.00			
E 17	WKYC	10/23/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$600.00		0.00			
E 18	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		3				\$1,400.00		0.00			
E 19	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-TWTF--	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1				\$3,200.00		0.00			
E 20	WKYC	10/23/12	10/26/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-TWTF--	:30	3	\$3,500.00	P-1	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 723757
 Alt Order #: 06386591
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED C
 Estimate: 1904

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WKYC	10/23/12	10/26/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	3	\$3,500.00	P-1	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -		3			\$3,500.00			0.00			
E 21	WKYC	10/29/12	10/29/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$15,000.00			0.00			
E 22	WKYC	10/23/12	10/23/12	Tue Prime A Tue Prime A	CM	8-9p	- T- - - - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- - - - -		1			\$5,000.00			0.00			
E 23	WKYC	10/23/12	10/23/12	Tue Prime C Tue Prime C	CM	10-11p	- T- - - - -	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- - - - -		1			\$4,500.00			0.00			
E 24	WKYC	10/24/12	10/24/12	Wed Prime B Wed Prime B	CM	9-10p	- - W- - - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- - W- - - -		1			\$6,000.00			0.00			
E 25	WKYC	10/23/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTFs -	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTFs -		1			\$3,200.00			0.00			
E 26	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$800.00			0.00			
E 27	WKYC	10/29/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M- - - - -	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$400.00			0.00			
E 28	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$650.00			0.00			
E 29	WKYC	10/29/12	10/29/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M- - - - -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$650.00			0.00			
E 30	WKYC	10/29/12	10/29/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$800.00			0.00			
E 31	WKYC	10/29/12	10/29/12	M-F 2-3p Rachel Ray	CM	2-3p	M- - - - -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$650.00			0.00			
E 32	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M- - - - -	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$650.00			0.00			
E 33	WKYC	10/29/12	10/29/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1			\$800.00			0.00			
E 34	WKYC	10/29/12	10/29/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

